

ORDER



Orders
Order / Rev: 726035
Alt Order #: 06400860
Product Desc:
Estimate: 2310
Flight Dates: 11/01/12 - 11/05/12
Original Date / Rev: 10/30/12 / 11/01/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Greer Margolis Mitchell/ Pol
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: Obama/D/President
Demographic: A25-54
Product Codes: PL-Federal,PL-Presidential,Political
Priority: P-1
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/04/12	6	\$70,000.00	\$59,500.00
11/05/12	11/11/12	1	\$30,000.00	\$25,500.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	7	\$100,000.00	\$85,000.00	0.00
Totals	7	\$100,000.00	\$85,000.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WKYC	11/01/12	11/05/12	Mon Prime Other voice	CM	voice	-----	1:00	0	\$30,000.00	P-1	0.00	NM	1	\$30,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/29/12	11/04/12	-----		0		\$30,000.00		0.00					
		Week: 11/05/12	11/11/12	M-----		1		\$30,000.00		0.00					
N 2	WKYC	11/01/12	11/05/12	Thu Prime Other voice	CM	voice	-----	1:00	0	\$16,000.00	P-1	0.00	NM	2	\$32,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/29/12	11/04/12	---T---		2		\$16,000.00		0.00					
		Week: 11/05/12	11/11/12	-----		0		\$16,000.00		0.00					
N 3	WKYC	11/01/12	11/05/12	Fri Prime A Fri Prime A	CM	8-9p	-----	1:00	0	\$8,000.00	P-1	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/29/12	11/04/12	----F--		1		\$8,000.00		0.00					
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
		1	NKYC	10/29/12-11/04/12	Fri Prime A	8-9p	-----F----	1:00	(\$8,000.00)	0.00	NM				
		See MG 3.2													
		2	NKYC	10/29/12-11/04/12	Fri Prime C	10-11p	-----F----	1:00	\$8,000.00	0.00	NM				
		Ⓜ MG for 3.1 11/02 program change													
		Week: 11/05/12	11/11/12	-----		0		\$8,000.00		0.00					
N 4	WKYC	11/01/12	11/05/12	Breeders' Cup World Thoroughbred	CM	Sat 8-9p	-----	1:00	0	\$14,000.00	P-1	0.00	NM	1	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/29/12	11/04/12	-----S-		1		\$14,000.00		0.00					

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	WKYC	11/01/12	11/05/12	Breeders' Cup World Thoroughbred	CM	Sat 8-9p	-----	1:00	0	\$14,000.00	P-1	0.00	NM	1	\$14,000.00
Breeders' Cup World Thoroughbred															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	-----	0		\$14,000.00		0.00						
N 5	WKYC	11/01/12	11/05/12	Notre Dame Football	CM	Notre Dame Football	-----	1:00	0	\$8,000.00	P-1	0.00	NM	2	\$16,000.00
Notre Dame Football															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	2		\$8,000.00		0.00						
Week:		11/05/12	11/11/12	-----	0		\$8,000.00		0.00						
													Totals	7	\$100,000.00